WDAF-TV

571581

ORDER

Print Date 10/29/12 Page 1 of 1

GEN

Flight Dates 10/30/12-11/06/12

15%

Product

ED MARTIN FOR MO

Original Date / Revision

Contract / Revision

10/29/12 / 10/29/12

Advertiser Martin/R/AG/MO

Agency Smart Media Group LLC

814 King Street Suite 400

Agency Com

Billing Contact

Buying Contact

814 King Street Suite 400 Alexandria, VA 22314 Alexandria, VA 22314

Sales Office DC-M Sales Region NAT

Agency Ref

Primary Account Executive

Dan Driscoll

Dan Driscoll

Account Executive

Order%

Start Date

End Date

100%

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09804597

Billing Type Cash

Order Type **GENERAL**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

<u>Demographic</u> A35+

Rev Codes SP-POL CAN

Product Codes PL11a

Priority

3

Advertiser Ref

Order Share 20% Market Value 0

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	0
KCWE	%	0
KMBC	30%	0
KMCI	%	0
KPXE	%	0
KSHB	19%	0
KSMO	%	0

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Flight Dates 10/30/12-11/06/12

Contract / Revision

Product

Estimate #

00:15:00

571581 **ED MARTIN FOR MO** Alt Order #

Order Sep

C30N06 09804597

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Agency Com

Billing Type

Cash

10/29/12 10/29/12

15%

Order Type

GENERAL

Billing Contact

Billing Cycle

EOM/EOC

Advertiser Martin/R/AG/MO

814 King Street

Suite 400

Billing Calendar BROADCAST

Agency Smart Media Group LLC

Demographic

A35+

GEN SP-POL CAN

Buying Contact

Sales Office DC-M

Sales Region NAT

Alexandria, VA 22314

Product Codes PL1Ia

814 King Street Suite 400

Account Executive

Agency Ref

Priority

Rev Codes

3 Advertiser Ref

Alexandria, VA 22314

Primary Account Executive Dan Driscoll

Order%

Start Date

End Date

Dan Driscoll

100%

Order Share 20% Market Value 96500

Competing Station		Amount
KCPT	%	0
KCTV	31%	29915
KCWE	%	0
KMBC	30%	28950
KMCI	%	0
KPXE	%	0
KSHB	19%	18335
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	
November 2012	47	\$16,405.00	\$19,300.00	0.00 10/29/12	11/06/12	47		\$19,300.00
Totals	47	\$16,405,00	\$19,300,00	0.00				

													Tota	ils
	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
4.000	1	4	10/30/12	10/30/12	M-F 9-10a	CM-All	9-10a	-T	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a							I		
		NEWS	AT 9A											
		Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	eek: 10.	/29/12	11/04/12	-T	1	\$200.00	0.00						
_	2	4	10/31/12	10/31/12	M-F 9-10a	CM-Ali	9-10a	W	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a							Í		
		NEWS	AT 9A	,	······································	.,								· · · · · · · · · · · · · · · · · · ·
		Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	We	eek: 10.	/29/12	11/04/12	W	1	\$200.00	0.00						
	3	4	11/01/12	11/01/12	M-F 9-10a	CM-Ali	9-10a	T	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a				~	******				***************************************
		NEWS	AT 9A											
		Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	eek: 10	/29/12	11/04/12	T	1	\$200.00	0.00						



571581

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

_n Ch 4 4	Start	End	Inventory Code M-F 9-10a			Time Days	Len Sp	****		Rtg Type		Amount
4 4	11/02/1	2 11/02/12	M-F 9-10a	CIVI-AII	9-10a	F	:30	1	\$200.003	0.00 NM	1	\$200.0
NEWS A	AT 9A											
	t Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/2		11/04/12	F	1		0.00			*****			
5 4	11/05/1	2 11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.0
NEWS A	T 9A		W-1 3-10a									
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 11/0		11/11/12	M	1	\$200.00	0.00		·				
6 4	11/06/1	2 11/06/12	M-F 9-10a	CM-All	9-10a	-T	:30	1	\$200.003	0.00 NM	1	\$200.0
NEWS A	T 9A		M-F 9-10a									
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	-T	1	\$200.00	0.00						
7 4	10/30/1	2 10/30/12	M-F 12p-1p	CM-AII	12-1p	-T	:30	1	\$200.003	0.00 NM	1	\$200.0
NOON N	IEWS		M-F 12-1p									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	9/12	11/04/12	-T	1	\$200.00	0.00						
8 4	10/31/1	2 10/31/12	M-F 12p-1p	CM-All	12-1p	W	:30	1	\$200.003	0.00 NM	1	\$200.0
NOON N	IFWS		M-F 12-1p									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	W	1	\$200.00	0.00						
9 4	11/01/1	2 11/01/12	M-F 12p-1p	CM-All	12-1p	T	:30	1	\$200.003	0.00 NM	1	\$200.0
NOON N	IEWS		M-F 12-1p									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	T	1	\$200.00	0.00						
10 4	11/02/1	2 11/02/12	M-F 12p-1p	CM-All	12-1p	F	:30	1	\$200.003	0.00 NM	1	\$200.00
NOON N	EVA/C		M-F 12-1p									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	F	1	\$200.00	0.00						
11 4	11/05/1	2 11/05/12	M-F 12p-1p	CM-All	12-1p	М	:30	1	\$200.003	0.00 NM	1	\$200.00
NOON N	EIVIC		M-F 12-1p							ŀ		
		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 11/0		11/11/12	M	1	\$200.00	0.00						
12 4	10/30/1	2 10/30/12	M-F 4-5p	CM-All	·	-T	:30	1	\$250.003	0.00 NM	1	\$250.00
" IDOT	II IDV		M-F 4-5p							l		
JUDGE Start	Date	End Date	Weekdays	Spots/Week	Doto	Datina						
Week: 10/2		11/04/12	-T	Spois/Week	<u>Rate</u> \$250.00	<u>Rating</u> 0.00						
······································		2 10/31/12	M-F 4-5p	CM-All		W	:30	1	\$250.003	0.00 NM	1	\$250.00
			M-F 4-5p		,		-	-			·	+=00.00
JUDGE J		End Data	Mantedare	Cm = 4 = 7 * t = -1	6 -1-	Photos and an						
<u>Stant</u> Week: 10/2	Date 9/12	End Date 11/04/12	Weekdays W	Spots/Week 1	Rate \$250.00	Rating 0.00						*
		2 11/01/12		CM-All		T	:30	1	\$250.003	0.00 NM	1	\$250.00
		· · · · -	M-F 4-5p	- Tri 2 164			.00	,	42.00.00 Q	J. J. J. 14191	1	ψ ε. Ο.Ο(



571581 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/29/12/ 10/29/12

Order Sep 00:15:00

Print Date: 10/29/12

Advertiser Martin/R/AG/MO Product ED MARTIN FOR MO Estimate # C30N06

14 4	11/01/1	2 11/01/12	M-F 4-5p	CM-AII	4-5p	T	:30	1	\$250.003	0.00 NM	1	\$250.0
JUDGE	HIDV		M-F 4-5p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	T		\$250.00	0.00						
15 4	11/02/1	2 11/02/12	M-F 4-5p	CM-All	4-5p	F	:30	1	\$250.003	0.00 NM	1	\$250.0
ILIDOE	. 11 11014		M-F 4-5p									
JUDGE	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	F	1		0.00						
16 4	11/05/1	2 11/05/12	M-F 4-5p	CM-All	4-5p	M	:30	1	\$250.003	0.00 NM	1	\$250.0
JUDGE	· ILIDY		M-F 4-5p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	1	\$250.00	0.00						
17 4	10/31/1	2 10/31/12	M-F 6-7a	CM-AII	6-7a	W	:30	1	\$400.003	0.00 NM	1	\$400.0
NUTLANO			M-F 6-7a									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	W	<u> </u>	\$400.00	0.00						
18 4	11/02/1	2 11/02/12	M-F 6-7a	CM-All	6-7a	F	:30	1	\$400.003	0.00 NM	1	\$400.0
			M-F 6-7a									
NEWS	ırt Date	End Date	Mookdaya	Spots/Week	Doto	Dating						
Week: 10/		11/04/12	<u>Weekdays</u>	<u>30015/4466K</u>	<u>Rate</u> \$400.00	Rating 0.00						
19 4	11/05/1	2 11/05/12	M-F 6-7a	CM-Ail		M	:30	1	\$400.003	0.00 NM	1	\$400.0
			M-F 6-7a									
NEWS	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	1	\$400.00	0.00						
20 4	11/06/1	2 11/06/12	M-F 6-7a	CM-Ail	6-7a	- T	:30	1	\$400.003	0.00 NM	1	\$400.0
NEWALO			M-F 6-7a									
NEWS Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	-T	1	\$400.00	0.00						
21 4	10/30/1	2 10/30/12	M-F 7-9a	CM-All	7-9a	-T	:30	1	\$375.003	0.00 NM	1	\$375.0
AITIAIO			M-F 7-9a									
NEWS Sta	ut Date	End Data	Weekdays	Spots/Week	Date	Pating						
Week: 10/		11/04/12	-T		<u>Rate</u> \$375.00	Rating 0.00						
22 4	10/31/1	2 10/31/12	M-F 7-9a	CM-All		W	:30	1	\$375.003	0.00 NM	1	\$375.0
			M-F 7-9a									
NEWS	nt Data	End Date	Weekdays	Spots/Week	Data	Detine				ĺ		
Week: 10/		11/04/12	W	<u> </u>		Rating 0.00						
23 4		2 11/01/12		CM-All	···	T	:30	1	\$375.003	0.00 NM	1	\$375.0
			M-F 7-9a							Ì		
NEWS	et Dete	End Data	Montelaria	Cnote Street	D-4-	Dation						
<u>Sta</u> Week: 10/	<u>rt Date</u> 29/12	End Date 11/04/12	Weekdays T	Spots/Week 1	Rate \$375.00	Rating 0.00			****			
24 4		2 11/02/12		CM-AII	· · · · · · · · · · · · · · · · · · ·	F	:30	1	\$375.003	0.00 NM	1	\$375.0
	•	· -	M-F 7-9a	M**		•		•	,	4.44 (214)	,	+0.0.0



571581

Flight Dates 10/30/12-11/06/12

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Order Sep 00:15:00

Print Date: 10/29/12

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

Ln C			Inventory Code			Time Days)U(S		Rtg Type \$	spois	Amount
24	4 11/02	2/12 11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	Fuu	:30	1	\$375.003	0.00 NM	1	\$375.0
NE	EWS		101-1 7-5a									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				[
	k: 10/29/12	11/04/12		1		0.00						
25	4 11/05	/12 11/05/12		CM-Aii	7-9a	M	:30	1	\$375.003	0.00 NM	1	\$375.0
NE	EWS		M-F 7-9a									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Weel	k: 11/05/12	11/11/12	M	1		0.00						
26	4 11/06	/12 11/06/12	M-F 7-9a	CM-All	7-9a	-T	:30	1	\$375.003	0.00 NM	1	\$375.0
k I P**	") &/C		M-F 7-9a									
IVE	EWS	End Data	Maskdava	Canta Minale	D+4=	Marking or						
Weel	<u>Start Date</u> k: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -T	Spots/Week 1		Rating 0.00						
-		/12 11/03/12			Sa 7-9a	S-	:30	1	\$300.003	0.00 NM	1	\$300.0
			Sa 7-9a	0.11.7.11	04 / 04	9	.00	•	φοσο.σσ σ	0.00 11111	,	φ300.0
NE	WS											
	Start Date		<u>Weekdays</u>	Spots/Week		Rating						
	k: 10/29/12	11/04/12	S-	1		0.00	*****					
28	4 11/04	/12 11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	S	:30	1	\$200.003	0.00 NM	1	\$200.0
NE	WS 7A SU	١	3u 7-9a							ĺ		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	k: 10/29/12	11/04/12	S	1	\$200.00	0.00						
29	4 10/31	/12 10/31/12	•		9-930p	W	:30	1	\$800.003	0.00 NM	1	\$800.0
EΛ	X NEWS AT	. n	9-930p		(9:00 PM-9:3	30 PM)						
FO	Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating				ļ		
Week	k: 10/29/12	11/04/12	W	1		0.00				j		
30	4 11/02	/12 11/02/12	M-F 9-10p	CM-All		F	:30	1	\$800.003	0.00 NM	1	\$800.0
			9-930p `		(9:00 PM-9:3				,,,,,,,,,	***************************************	•	4000.0
FO	X NEWS AT											
Mook	Start Date		Weekdays	Spots/Week	Rate	Rating						
	k: 10/29/12 4 11/01	11/04/12	X Factor Thursda	1 CM AII	\$800.00	0.00	.20	-	fr. 400 00 0	0.00 1111		* 4 400 0
J1	4 11/01	112 11101112	FOX X Factor	•	7-9p (7:00 PM-8:0	T 00 PM)	:30	1 -	\$1,400.003	0.00 NM	1	\$1,400.0
ΧF	ACTOR RE	SULTS			(1.001 111 0.0	.01 11.,						
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
	c: 10/29/12	11/04/12	T	 	\$1,400.00	0.00						
32	4 10/30	/12 11/02/12	•		9-930p	-TWTF	:30	2	\$800.003	0.00 NM	2	\$1,600.0
FΩ	X NEWS AT	- a	9-930p		(9:00 PM-9:3	80 PM)						
	Start Date		Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/29/12	11/04/12	-TWTF	2		0.00				1		
		/12 11/05/12	::::::::::::::::::::::::::::::::::::::		9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800.0
			9-930p		(9:00 PM-9:3	10 PM)					•	
FO.	X NEWS AT		1444.4		_							
Maak	Start Date	***************************************	Weekdays M	Spots/Week	Rate	Rating						
	c: 11/05/12 4 10/30/	11/11/12 /12 11/03/12		CM AII	\$800.00	0.00	.20		ቀ4ለለ ለላ ን	000 111		6400.0
∪ ¬	T 10/30/	11/00/12	M-F 10-11a	UIVI-AII	10-11a	-TWTF	:30	4	\$100.003	0.00 NM	4	\$400.00
A 55	WS AT 9A		, , 110							1		

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Flight Dates 10/30/12-11/06/12

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<u>Order Sep</u> 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	lls Amount
N 34	4	10/30/12	2 11/03/12	M-F 10-11a	.,	10-11a	-TWTF	:30	4	\$100.003	0.00 NM	4	\$400.00
	NΕ\Λ	SAT 9A		M-F 10-11a									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	••••	0/29/12	11/04/12	-TWTF	4	\$100.00	0.00						
N 35	4	11/05/1:	2 11/06/12	M-F 10-11a	CM-All	10-11a	MT	:30	2	\$100.003	0.00 NM	2	\$200.00
		O 4T 04		M-F 10-11a									
		S AT 9A Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W		1/05/12	11/11/12	MT	2	\$100.00	0.00						
N 36	4		2 11/02/12	M-F 7-9a	CM-All		-TWTF	:30	1	\$375.003	0.00 NM	1	\$375.00
				M-F 7-9a									
	NEW												
	_	Start Date	End Date	<u>Weekdays</u> -TwTF	Spots/Week	Rate	Rating 0.00						
N 37	eek: 1	0/29/12	11/04/12 2 11/04/12			\$375.00 Su 7-9a	U.UU S	:30	1	\$200.003	0.00 NM	1	\$200.00
N 37	4	11/04/1	2 11/04/12	Su 7-9a	CIVI-AII	3u 1-8a	3	.30	•	Ψ200.003	0.00 14141	,	φ200.00
	NEW	S 7A SUN											
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 1	0/29/12	11/04/12	S	1	\$200.00	0.00						
N 38	4	11/04/1	2 11/04/12	•	CM-All	5-6p	S	:30	1	\$125.003	0.00 NM	1	\$125.00
	,	N	E . 4 D -4-	Su 5-6p	O	D-4-	Define						
101	_	Start Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
N 39	4			Su 10-1030P	•	10-1030p	S	:30	1	\$800.003	0.00 NM	1	\$800.00
1400	•	(1)0-111	L 1170-1712	Su 10-1030p	01117 (5)	10 10000		.00	•	4010,10		,	*******
	9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 1	0/29/12	11/04/12	5	1	\$800.00	0.00						
N 40	4	11/04/1:	2 11/04/12	SU 1030-1102p	CM-All	1030-1102p	S	:30	1	\$400.003	0.00 NM	1	\$400.00
				Su 1030-1102p									
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		0/29/12	11/04/12	S		\$400.00	0.00	:30		\$1,800.003	0.00 NM	2	\$3,600.00
N 41	4	10/31/17	2 10/31/12	X Factor Wednes FOX X Factor	day CM-All	≀-ab	W	;30	2	\$ 1,000.003	U.OU INIVI		φ3,000.00
	X FA	CTOR RESI	ULTS	CAATGOO									
	5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 1	0/29/12	11/04/12	W	2	\$1,800.00	0.00						
									i i i i i i i i i i i i i i i i i i i		Totals	47 S	19 300 00

Totals 47 \$19,300.00